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Abstract
India is one of the leading suppliers of handicrafts to the world market. Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country both in rural and urban areas. Huge numbers of artisans are engaged in sector sine long. The industry provides employment to more than six million artisans (including those in carpet trade), which include a large number of women and people belonging to the weaker sections of the society. Indian handicrafts sector is not only playing significant role in strengthening the economy but also providing employment to vast segment of people especially belongs to the rural and semi urban areas. Besides preserving cultural heritage it is also generating valuable foreign exchange by manufacturing the handicrafts products mainly with use of indigenous raw material. Human Resource Development (HRD) is the framework for helping artisans/craftsman to develop their personal and organizational skills, knowledge, abilities and terminal competencies. Human competence is the most critical factor for their success in life. Artisan’s terminal competence and a supportive organization structure are the key factors for any business to realize their business goal. In the handicrafts sector, especially carpet industry constant training is necessary to develop their terminal competencies for producing the product as per the demand the global market as almost all carpet product manufactured in our country are exported. Looking the demand of Indian handicrafts products, especially, handmade carpets in the world market and global completion, Government of India has started skill development training programme for the sector. Human Resource Development includes such opportunities as employee training, employee career development, performance management and development, coaching, mentoring, succession planning, key employee identification, tuition assistance, and organization development.

Keywords:
HRD; Handicrafts; indigenous; Skill; Terminal Competency; Artisan; craftsman; handmade; Carpet

Introduction
Training and development is a function of human resource management concerned with organizational activity aimed at bettering the performance of individuals and groups in organizational settings. It has been known by several names, including "human resource development", and "learning and development". Human Resource Development (HRD) is the framework for helping artisans/craftsman to develop their personal and organizational skills, knowledge, abilities and terminal competencies. Human competence is the most critical factor for their success in life. Artisan’s terminal competence and a supportive organization structure are the key factors for any business to realize their business goal.

The focus of all aspects of Human Resource Development is on developing the most superior workforce so that the organization and individual employees can accomplish their work goals in service to customers. Organizations have many opportunities for
human resources or employee development, both within and outside of the workplace.

Human Resource Development can be formal such as in classroom training, a college course, or an organizational planned change effort. Or, Human Resource Development can be informal as in employee coaching by a manager. Healthy organizations believe in Human Resource Development and cover all of these bases.

Skills and knowledge are the driving forces of economic growth and social development of a country. In fast growing economies like India with a vast and ever-increasing population, the problem is two-fold. Firstly, there is a severe paucity of highly-trained, quality & efficient man power, secondly large sections of the population possess little or no job skills.

The story of Indian handicrafts dates back to one of the oldest civilizations of the world. Representing beauty, dignity, form and style, handicrafts from India are objets d'art. The sheer versatility of the various materials used to create handcrafted gift items make them truly unique. Materials range from wood, stone, metal, grass, papier mache and glass, to cane bamboo, textiles, clay, terracotta and ceramic - everything goes into the creation of a masterpiece. Indian handicrafts industry has attracted the world by their creativity, aesthetics and wonderful craftsmanship. It is highly decentralized activity, handicrafts of India present rich cultural heritage and shining example of using local resources, skills and initiatives. India’s handicrafts are almost inexhaustible with infinite variety which has been refined during course of changing history. The cross currents inspire the creative impulse of our craftsmen. Further crafts are results of years of unconscious experiment and evolution; skills inherited and passed over generations from forefathers to sons and grandsons.

The Handicrafts sector includes Clay, Metal and Jewellery, Embroidered goods, Stone, Glass and Ceramic, Papier Mache Crafts, Terracotta, Zari, Zardori, Artistic Leather Goods, Hand printed Textiles & Scarves, Shawls, Wooden crafts, Carpets, etc.

As the Indian economy continues to transform and mature, large scale sectoral shifts in the working population are inevitable, particularly from agriculture to other sectors of the economy. These sectors, however, require significantly different and often specialist skill sets, which require training and skill development. This skill gap needs to be addressed through comprehensive efforts, at various levels and catering to different needs of the society and industry.

Significant Growth of Sector

Today, handicrafts products manufactured and exported from India are much sought after and have established an unsurpassable reputation in the international market. In March 2014, the exports have shown an increase of US$ 234.33 million i.e. the exports increased by 28.37% over the similar month in 2013. The export figure for 2013-14 stood at US$ 3.8 billion. Exports of Indian handicrafts have grown at a rate of around 7% since 2001–02.
other disadvantaged sections and to synergize efforts of various sectors and reform the present system with the enhanced capability to adapt to changing technologies and labour market demands.

According to the International Labour Organization “Skill development is of key importance in stimulating a sustainable development process and can make a contribution in facilitating the transition from an informal to formal economy. It is also essential to address the opportunities and challenges to meet new demands of changing economies and new technologies in the context of globalization.”

Skills development can help build a “virtuous circle” in which the quality and relevance of education and training for women and men fuels the innovation, investment, technological change, enterprise development, economic diversification and competitiveness that economies need to accelerate the creation of more jobs.

Skill Development has been set up with the mandate to:

- Develop a strategy for skill development at the national level, along with variations at the state level.
- Bridging the gaps in the area of skill development and develop strategies to address the skill deficit.
- Identify new areas for employability and promote skill development in such sectors.
- Advise on remodelling of existing skill development programmes run by various ministries.
- Promote greater use of Information Communications Technology in the area of skill development.
- Develop and implement an action plan for skill development to maximize job generation within the country and create human resources for global needs.
- Provide guidance through the Prime Minister’s National Council on Skill Development for activities to be undertaken by the Centre and the States and by the National Skill Development Corporation.

**National Skill Certification and Monetary Reward Scheme**

National Skill Certification and Monetary Reward Scheme have been started in India that will be implemented on pan-India basis. This is a first scheme of its kind in the country with the Budget allocation of Rs 1,000 crore which will motivate the youngsters of the country to acquire a vocational/terminal skill. The objective of scheme is to benefit a million people in the first year of its implementation.

The scheme that is branded as STAR (Standard Training Assessment and Reward) for promotional purposes envisages that a monetary reward that will in essence financially help those who wish to acquire a new skill or upgrade their skills to a higher level.

With the advancement of technology, youngsters need to upgrade their skills for better opportunities and become capable to handle the world level challenges.

The National Skilling Mission has envisaged developing 500 million skilled Indians by the year 2022, While 150 million are expected to be contributed by the private sector working under National Skill Development Corporation (NSDC) and 350 million will be contributed by various departments of Government of India.
Major highlights of the scheme are:

- A Rs 1000 crore pan-India scheme launched by the Government of India.
- Branded as STAR – Standard Training Assessment and Reward.
- To benefit 1 million people.
- Scheme to be implemented by National Skill Development Corporation (NSDC).
- Each tested and certified trainee to get an average of Rs 10,000 to cover training costs.

Integrated Skill Development Scheme (ISDS)

Integrated Skill Development Scheme (ISDS) has been launched by Government of India in 2010 for developing the 26.75 lac people over a period of 5 years.

The scheme will cover following sector

(i) Textiles and Apparel
(ii) Handicrafts
(iii) Handlooms
(iv) Jute
(v) Sericulture
(vi) Technical Textiles

Objectives of Integrated Skill Development Scheme

- To address the trained manpower needs of textiles and related segments including Handicrafts, Handlooms, Sericulture, Jute and Technical Textiles by developing a cohesive and integrated framework of training based on the industry needs. Addressing this need is critical for enhancing the competitiveness of the industry in the globalized economy.
- To increase the employability of residents of the target areas through imparting of skills in the textiles and related segments.
- To ensure that the scheme is designed in a way that it caters to the wide range of skill sets required in various segments as listed above, while simultaneously ensuring sufficient flexibility to meet the dynamic needs of these segments over a period of the next five years.
- To create a trainers’ pool by conducting the advance training programmes at a cluster level.
- To ensure training in design development programmes, particularly for the handloom weavers/handicraft artisans/jute artisans and also help them to produce diversified products with innovative use and improved quality to meet changing market trends.

Scheme Implementing Organizations

Following organizations have been involved for the implementation of ISDS scheme to train the people in the above mentioned sector:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of Implementing Organization</th>
<th>No. Of trainees to be trained</th>
<th>Craft/sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apparel Training &amp; Design Center (ATDC)</td>
<td>172223</td>
<td>Textiles/Tailoring</td>
</tr>
<tr>
<td>2</td>
<td>Northern India Textile Research Association (NITRA)</td>
<td>16575</td>
<td>Textiles/Apparel</td>
</tr>
<tr>
<td>3</td>
<td>Ahmadabad Textile Industry's Research Association (ATIRA)</td>
<td>59325</td>
<td>Textiles/Apparel</td>
</tr>
<tr>
<td>4</td>
<td>Bombay Textile Research Association (BTRA)</td>
<td>9900</td>
<td>Apparel</td>
</tr>
</tbody>
</table>
Above table shows that 3.9 lacs skilled artisans will be available to serve the above mentioned sectors.

Conclusion & Suggestions:
Based on the above statistics of the sector, it is clear that there is tremendous scope to increase the Indian handicrafts market share in the world market. It will also provide the employment to the people especially to the weaker section and illiterates. People from different places may be trained in the local handicraft sector of the area to which they belong. It will help the industry to higher the local skilled man power which will stop the migration of the people to the other places.

Indian handicrafts items are highly demanded in the world market. To capture more world handicrafts market share, productivity must be increased. To increase the production of the handicrafts items to be sold in the world market, skilled manpower is required. To bridge the gap of skilled workforce in the handicrafts sector, large numbers of training programmes in hard & soft skills are required to be undertaken. Skill training programme may be undertaken in two components: Technical Training and Soft Skill Training.

References

